

Type	L #	Hits	Search Text	DBs	Time Stamp	Comments	Error Definition	Errors
1 BRS	L3	451	(adverti??\$5 coupon\$1 promotion\$2) AND (database\$1 memor??\$2) AND (identif??\$6 NEAR3 (customer\$1 consumer\$1 shopper\$1 user\$1 viewer\$1)) AND ((purchas??\$2 shopping transaction\$2) NEAR3 (history prior previous))	USPAT; US-PGP UB; IBM TDB	2001/10/30 16:37			0
2 BRS	L4	257	3 AND Internet	USPAT; US-PGP UB; IBM TDB	2001/10/30 16:06			0
3 BRS	L5	26	4 AND @pd<19981021	USPAT; US-PGP UB; IBM TDB	2001/10/30 16:14			0
4 BRS	L6	19	5 AND shop\$4	USPAT; US-PGP UB; IBM TDB	2001/10/30 16:10			0
5 BRS	L7	82	(4 NOT 5) AND shop\$4 AND @ad<19981021	USPAT; US-PGP UB; IBM TDB	2001/10/30 16:15			0
6 BRS	L9	21	7 AND ((manufacturer\$2 distributor\$2) WITH (adverti??\$5 coupon\$1 promotion\$2))	USPAT; US-PGP UB; IBM TDB	2001/10/30 16:38			0

11

Search Internet Service

from search

09/822, 198

11/9/72 (Item 1 from file: 630)
DIALOG(R) File 630:Los Angeles Times
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00968948 (THIS IS THE FULLTEXT)

Experian Buys Direct Mail Company for \$246.2 Million

Acquisition: The Orange-based credit information giant becomes a major player in at-home marketing. No layoffs expected.

JOHN O'DELL, TIMES STAFF WRITER

Los Angeles Times, Orange County Edition ed, colD, p1

Tuesday April 15, 1997

JOURNAL CODE: LT

SECTION HEADING: Financial Desk

REGION: WEST STATE: CA

WORD COUNT: 449

Experian

TEXT:

ORANGE - In a move that vastly extends its reach into direct marketing, credit information giant Experian Inc. said Monday that it has bought one of the nation's biggest direct mail companies for \$246.2 million, most of it in cash.

Experian, formerly the financial information business unit of TRW Inc., said the acquisition of Direct Marketing Technology Inc., based in the Chicago area, makes it the nation's third-largest direct mail operation.

The acquisition also should increase the clout of Experian's British parent, Great Universal Stores LPC, which received about a third of its \$1.9 billion in income last year from catalog sales in Europe and South Africa.

D. Van Skilling, Experian's chief executive, said the deal should not involve any layoffs. Direct Marketing, which has 570 employees, will be a wholly owned subsidiary operating under its present management, he said.

Orange-based Experian and Direct Marketing have complementary product lines. While their merger might not increase the number of pitches that arrive in the daily mail, it is likely to increase consumers' chances of receiving catalogs and advertising material that closely reflect their buying patterns.

Companies that provide mailing lists that can help reduce or eliminate unwanted material can claim a big competitive edge in the \$178.5-billion-a-year direct mail market in the U.S., analysts say.

Skilling said Direct Marketing recently developed a database that enables more than 170 catalog marketers to use the *purchasing* *histories* of 98 million mail-order *buyers* to help refine and customize their mail lists. Great Universal could gain access to the database by contributing its own catalog customer information.

Direct Marketing already handles 13% of all the direct mail in the United States--an estimated 10 billion pieces a year--and is a major provider of marketing information to the catalog industry and to high-technology and general retail businesses. Its clients range from Eddie Bauer and Victoria's Secret to America Online and Micro Warehouse.

Experian collects credit information and prepares credit reports on more than 140 million people and 14 million businesses. The company also collects and analyzes information on real estate sales, foreclosures and mortgage lending activities in most major U.S. markets.

The company develops programs that enable it to prepare custom direct mail lists for a variety of marketers, including those that mail pre-approved credit card applications or credit purchase plans.

This is Experian's first major acquisition since its \$1.7-billion merger last year with Great Universal's CCN Group information services subsidiary.

Experian paid \$222.5 million cash for Direct Marketing and agreed to assume liability for \$23.7 million of the company's debt. Experian also agreed to pay Direct Marketing's shareholders as much as \$52.5 million over the next four years, based on the company's continuing performance.

Direct Marketing reported a \$15-million operating profit on \$65 million in revenue for its fiscal 1996, which ended Nov. 30. Experian, which has 6,500 employees worldwide, reported \$720 million in revenue for its 1996 fiscal year.

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CAPTIONS: PHOTO: D. Van Skilling
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SPECIAL FEATURES: PHOTO

COMPANY NAMES (DIALOG GENERATED): America Online and Micro ; CCN Group ;
Direct Marketing Technology Inc ; Eddie Bauer ; Experian Inc ; TRW Inc

DESCRIPTORS: ACQUISITIONS; EXPERIAN (COMPANY); DIRECT MARKETING TECHNOLOGY
INC; CREDIT

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5/9/6 (Item 1 from file: 636)
DIALOG(R) File 636:Gale Group Newsletter DB(TM)
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02775383 Supplier Number: 45632012 (THIS IS THE FULLTEXT)
NIELSEN AIR *SURVEY* IDENTIFIES POTENTIAL FOR *AIRPORT* ADS
World Airport Week, v2, n26, pN/A

June 27, 1995

ISSN: 1078-1420

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 274

TEXT:

As U.S. airports strive to increase revenues in a time of decreasing airport improvement funding, they are focussing more on *advertising*. But *airports* have lacked a method to identify the cost- effectiveness of *advertising* in different media and *airport* settings, and have "a limited overall knowledge" of the value of *airport* *advertising*, says Ceril Shagrin, vice president for market development at Nielsen Media Research.

Nielsen AIR, a joint effort of Nielsen Media Research and AIR Marketing Services Inc., identified the "potential for a syndicated measurement of *airport* *advertisers*" last year, said Shagrin, and has completed its first *survey* measuring the response to *airport* *advertising*.

Nielsen AIR *surveyed* 3,000 passengers and *airport* visitors at Chicago O'Hare, Dallas/Fort Worth, Newark, Minneapolis-St. Paul and Portland airports. It managed interviews and tabulated the results, while AIR Marketing Services held focus groups with travellers to gauge how advertising affected them.

Some preliminary findings show that 65% of travellers exposed to advertising display media were men, and 70% held professional, technical, managerial or executive positions. Fifty-nine percent were business travellers, while one -third travelled on business at least 10 times per year. Some 35% booked at least three non-business trips annually.

The company plans to sell this information to airlines, *advertisers* and *airports*. Future *surveys* will include 20 *airports*, samples of which will be extracted to represent airports of different sizes and in different regions. The number of airlines and gates serving an airport also will be considered. Nielsen hopes to produce the survey quarterly to take into account seasonal differences. "We'll have to see what the initial needs are," said Shagrin.

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INDUSTRY NAMES: BUSN (Any type of business); INTL (Business, International); TRVL (Travel and Hospitality)

Nielsen
Air

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10954535 SUPPLIER NUMBER: 54336977 (THIS IS THE FULL TEXT)
Catalina Marketing Corporation. (The 6th Annual IN-STORE Challenge) (includes
related article on Catalina's products and programs) (marketing strategy
for Lord Byron iced tea)

Food & Beverage Marketing, 18, 3, 16(2)

March, 1999

ISSN: 0731-3799

LANGUAGE: English

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TEXT:

St. Petersburg, FL

For Lord Byron, Catalina Marketing has created an integrated effort of marketing solutions. The offer is dependent on what product(s) are purchased. When a specific product UPC or frequent shopper card number is scanned, incentives or advertisements are delivered instantly via a printer located at the supermarket checkout. Incentive distribution and redemption is tracked on a weekly basis to ensure the amount budgeted for the program is maintained.

The Catalina Marketing/Lord Byron program will be executed during the course of a year composed of 13 four-week cycles.

Strategies

1. Retain loyal consumers already purchasing Lord Byron iced tea brands.

Because Lord Byron is the market share leader among heavy users of iced tea, it is important to retain these consumers while trying to gain market share from other consumer segments. Catalina Marketing developed an own-user coupon program that offers incentives for consumers to purchase more of what they currently buy.

For, example, if the consumer purchases a smaller-sized package of iced tea, the coupon might be printed for 50 cents off a larger-sized package. Or, if a consumer purchases one package of Lord Byron iced tea, a coupon will be printed to save 50 cents off two packages. Likewise, if the consumer purchases two packages of iced tea, a coupon will be printed to save 75 cents off three packages.

2. Protect Lord Byron brand against competitive offers.

To counteract any special offers promoted by competing brands, Catalina Marketing suggests a Pay-For-Performance program that brings awareness to consumers where they shop - at the shelf.

The Catalina Marketing/Winn Dixie Integrated Price Label communicates a multiple-purchase offer to consumers: Buy 2 packages, receive \$1 off your next shopping order. This label creates a point-of-difference for consumers when determining which products to purchase. The \$1 coupon that is printed is good for anything purchased during the consumer's next shopping trip.

3. Build market share by targeting families with children.

While Lord Byron maintains the highest market share among heavy users, it is important to gain trial from loyal users of the No. 2 brand. In this case, the most loyal users are families with children. Catalina Marketing suggests implementing an in-store instant-win game.

Two weeks before the game begins, Lord Byron targets consumers of Summer Splash with messages at checkout announcing that an exciting in-store game will be coming soon, as well as the prizes to be awarded.

The prizes are geared toward children: the grand prize is a personal computer, second prize is a mountain bike, third prize offers free CDs, etc. Winn-Dixie is responsible for merchandising support, such as flyers, displays and banners.

Each 'entry' consists of purchasing any two Lord Byron iced tea brands. When those products are scanned, the patented software from Comp-U-Scan randomly selects a prize from the designated prize pool and instantly prints a message that notifies consumers if they've won.

Unlike traditional random drawings or mail-in entries, Catalina Marketing's instant-win games build in-store excitement and move more volume. Because the UPC code is used as the 'entry' into the game, Lord Byron will not have to make any expensive packaging, changes. The randomization software ensures the legitimacy of the prize pool and eliminates any possibility of error in notification.

Catalina
Mktng.

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4. Generate trial from consumers in high-income and older consumer segments.

Catalina Marketing designs a program that reaches across other categories in the supermarket. Working with Lord Byron, Catalina Marketing determines which products are most likely to be purchased by consumers in a higher income bracket. The same is done for older consumers.

A program is set up to target high-income consumers who purchase high-priced, high-quality products. When those purchases are scanned, an advertising message is printed to inform the consumer that Lord Byron is made with the highest quality tea leaves that result in a superior blend of iced tea.

Similarly consumers who purchase products geared toward the older segment are given an advertising message that Lord Byron herbal iced tea can be used as a healing remedy. The printout also includes a toll-free number to call for more information and a free cookbook. Average recall on these messages is twice the average recall of a 30-second ASI-measured TV spot.

5. Gain trial from long-term loyal users of competitive brands.

Catalina Marketing uses Wren Dixie's frequent shopper card numbers and the Catalina Marketing household database to target consumers who have never purchased a Lord Byron iced tea brand. These consumers are then segmented by who is most likely to purchase iced tea products, i.e., those purchasing other iced tea products - especially loyal users of a competitive brand.

Catalina Marketing then sets up a sampling program for those who purchase a competitive iced tea product and use their frequent shopper cards. When the competitive product (Santa Fe, Apples & Pears, Summer Splash) is scanned, the printer at checkout prints a certificate for a free sample of Lord Byron iced tea. The sample can be redeemed for a full- or trial-sized sample.

Catalina Marketing recommends that Lord Byron offer full-sized samples, which generate more trial opportunities with the household, build awareness about the product and where it is located in the store, and eliminate expensive trial-sized packaging. Redemption rates on targeted sampling programs from Catalina Marketing average more than 20%.

In addition, once the consumer redeems the sample certificate, Lord Byron can issue a continuity coupon, for example 50 cents off the next purchase of Lord Byron, to influence the consumer to return and make a repeat purchase.

6. Reach consumers in their home or office.

By participating with SuperMarkets Online, a division of Catalina Marketing, Lord Byron is able to provide secure online coupons to consumers who search for savings online.

The ValuPage from SuperMarkets Online, is a list of grocery specials with a bar code on top that can be redeemed at a consumer's local supermarket.

Lord Byron offers a "Buy 2, receive \$1 in Web Bucks" promotion. Consumers print out the ValuPage, bring it to Winn Dixie and present it to the cashier at checkout. The cashier scans the ValuPage and the participating products.

When the consumer purchases the required amount of Lord Byron's iced tea, a coupon is printed for \$1 Web Buck off any product during the next shopping order. The SuperMarkets Online site is one of the top 10 online shopping sites and averages about 600,000 site visits per week.

Program budget

The distribution and redemption costs for the Lord Byron program developed by Catalina Marketing are well under the \$500,000 budget. To help manufacturers stay within budget parameters, the Catalina Marketing promotions can also be capped at pre-determined levels.

Products & Programs

To help Lord Byron achieve its multiple objectives, Catalina Marketing used the data from its data warehouse to create a targeted program that reaches the key audiences. Through the Catalina Marketing Network, Lord Byron is able to access a multi-functional network of strategic marketing solutions, based on scanned data. In other words, Catalina Marketing uses Buy-O-Graphics, actual individual purchase behavior versus demographics or geographics, to more effectively target to the right individual in the right place at the right time. It is for this reason that Catalina Marketing does not need information on cluster groups or

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demographic data on consumer information to create targeted programs.

The company's data warehouse, which is one of the largest real-time databases in the world, collects and stores both transactional data as well as household data through scanner-based technology. Single purchases, as well as purchases made over time, are collected through retail scanning systems. This provides advanced targeting capabilities for manufacturers to reach their desired audience. Household information is collected over time through card-based transactions, including retailer frequent shopper programs and credit/debit card payments, to monitor the daily purchases of more than 44 million households in over 6,500 retailers nationwide. The data is maintained for 65 rolling weeks and is sorted by category, brand loyalty, frequency and spending patterns. The *Catalina* Marketing Network *mines* and manages the purchase data of 156 million shoppers each week and uses the data to develop individually customized marketing programs, including loyalty-building, sampling, advertising, instant-win games, direct mail and secure online couponing.

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SPECIAL FEATURES: illustration; Photograph

COMPANY NAMES: Catalina Marketing Corp.--Planning

INDUSTRY CODES/NAMES: BUSN Any type of business; FOOD Food, Beverages and Nutrition

DESCRIPTORS: Tea industry--Marketing; Marketing industry--Planning

GEOGRAPHIC CODES/NAMES: 1USA United States

PRODUCT/INDUSTRY NAMES: 2099500 (Processed Tea); 7392600 (Marketing Consulting Services)

EVENT CODES/NAMES: 240 Marketing procedures

NAICS CODES: 31192 Coffee and Tea Manufacturing; 541614 Process, Physical Distribution, and Logistics Consulting Services

FILE SEGMENT: TI File 148